Seattle

Carton

	U.S.	Century
Wholesale cost	$7.38	$7.12
State Tax	2.30	2.58
	$7.68	$7.70
dist. markup	4.5%	4.5%
	8.03	8.05
retail markup (minimum)	10%	10%
	$8.83	$8.86
average price	$9.04	$9.06
	= 12.5% markup at retail level	

Pack

8.83 ÷ 10 = .88¢
12.5% retail markup .11
$.99¢

8.86 ÷ 9 = 98¢
.12
$1.10

8.03 ÷ 10 = 80¢
12.5% retail markup 10
90¢

8.05 ÷ 9 = 89¢
12.5% retail markup 11
$1.00

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Source: https://www.industrydocuments.ucsf.edu/docs/mjnj0004